

Kansas Dept. of Health and Environment KS0110

Iola Register http://www.iolaregister.com/		Allen	Iola, KS	Daily	Readership = 8,930	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/14/2007	6	School time again	13	\$112.06	8,931	
09/01/2007	3	Statewide smoking ban loses steam	11	\$94.82	8,931	
			24	\$206.88	17,862	2 total records

Anderso http://www.garn	n Co. Rev	VIEW Anderson Garnet	t, KS	Weekly	Readership = 6,686	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/21/2007	4	LEGISLATORS SHOULD APPROVE MARIJUANA	19	\$161.31	6,686	
08/28/2007	5I	Love Your Lungs	40	\$339.60	6,686	
09/04/2007	8I	Tips to Stop Smoking	58	\$492.42	6,686	
			117	\$993.33	20,058 3 total records	<u> </u>

Atchison http://www.atchi		<u>com</u>	Atchison	Atchison, KS	Bi-Week	ly Reade	rship = 7,928
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/25/2007	7I	WATH IS COPD?		11	\$151.80	7,928	
08/25/2007	4I	LOVE YOUR LUNGS		40	\$552.00	7,928	
09/01/2007	1I	Tips to Stop Smoking		51	\$703.80	7,928	
			_	102	\$1,407.60	23,784	3 total records

	1					1
Barber (Co. Index	Barber	Medicine Lodge, KS	Weekly	Reade	ership = 1,704
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/29/2007	1	MLMS activates Positive Action	28	\$150.64	1,704	
			28	\$150.64	1,704	1 record
Gyp Hill	Premiere nillpremiere.com	Barber	Medicine Lodge, KS	Weekly	Reade	ership = 2,300
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/04/2007	10	Smokeless Does Not Mean Harmless	14	\$56.00	2,300	
			14	\$56.00	2,300	1 record
Great Bend Tribune		Barton	Great Bend, KS	Daily	Reade	ership = 13,852
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/02/2007 09/02/2007	3 6C	Lawmakers reject recommending statewide smo The lowdown on tobacco use	king ban 7 22	\$69.30 \$217.80	13,853 13,853	
			29	\$287.10	27,706	2 total records
Hiawath	a World	Brown	Hiawatha, KS	Bi-Week	ly Reade	ership = 4,696
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/21/2007	4	Poll: Interest in tobacco control	10	\$75.00	4,697	
			10	\$75.00	4,697	1 record
Andover	Journal-A	dvocate Butler	Andover, KS	Weekly	Reade	ership = 5,501
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/09/2007	3	Tobacco Free Coalition to Meet	4	\$46.20	5,502	

			4	\$46.20	5,502	1 record
El Dorac	do Times	Butler	El Dorado, KS	Daily	Reade	ership = 7,486
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/13/2007	1	Coalition looks for more involvement	13	\$113.75	7,486	
			13	\$113.75	7,486	1 record
Baxter Springs News		ews Cherokee	Baxter Springs, KS	Weekly	Reade	ership = 4,149
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/16/2007	6	Rising health care costs attributed to unhealth	y living 14	\$79.38	4,149	
			14	\$79.38	4,149	1 record
Columbi	us Daily A	dvocate Cherokee	Columbus, KS	Daily	Reade	ership = 5,177
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
				Φ 55 00	5 177	
09/03/2007	1	Lawmakers won't offer smoking ban	10	\$55.00	5,177	
	1	Lawmakers won't offer smoking ban	10 10	\$55.00 \$55.00	5,177	1 record
09/03/2007 Clay Cer	nter Dispa	atch Clay	<u> </u>	<u> </u>	5,177	1 record
09/03/2007 Clay Cer	nter Dispa	atch Clay	10	\$55.00	5,177	
09/03/2007 Clay Cer	nter Dispa	tch fm?brd=1160	10 Clay Center, KS	\$55.00 Daily	5,177 Reade	

Concord http://www.blade	ia Blade-E	mpire Cloud	Concord	ia, KS	Daily	Reade	ership = 5,480
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/31/2007	1	Lawmakers reject smoking ban		13	\$85.80	5,481	
				13	\$85.80	5,481	1 record
Miltonvale Record		Cloud	Miltonva	le, KS	Weekly	Reade	ership = 1,396
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/30/2007	2	School News		4	\$11.00	1,396	
				4	\$11.00	1,396	1 record
Arkansa http://www.arkci	s City Trav	veler Cowley	Arkansas	s City, KS	Daily	Reade	ership = 8,940
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/30/2007	2	Not a pot to spit in		4	\$35.52	8,940	
08/31/2007 09/03/2007	5	Lawmakers reject statewide smoking ban for K Vision 20/20 summit in October	lansas	15	\$133.20	8,940	
09/03/2007	4	Smoking Ban cartoon		43 24	\$381.84 \$213.12	8,940 8,940	
				86	\$763.68	35,760	4 total records
Winfield http://www.winfi	Daily Cou	rier Cowley	Winfield,	, KS	Daily	Reade	ership = 11,966
	D //	Headline		Col. Inches	Ad Equiv	Rdshp	
Date	Page #	Heaume		Col. Illenes			
Date 09/01/2007	Page #	Lawmakers not keen on statewide smoking bar	1	9	\$71.82	11,967	

Pittsburg	g Morning	Sun Crawford	Pittsburg, KS	Daily	Reade	rship = 17,882
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/31/2007 09/01/2007	1C 5	HPA seeking comments on reforms Lawmakers rejects recommending statewide s	9 smoking ban 10	\$130.95 \$145.50	17,882 17,882	
			19	\$276.45	35,764	2 total records
Kansas (Chief	Doniphan	Wathena, KS	Weekly	Reade	rship = 6,495
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/23/2007 08/30/2007	1 6	USD 425 and 433 Boards Approve Students I Midway School Board Meeting	Request for 21 21	\$147.00 \$147.00	6,495 6,495	
00/30/2007	0					
06/30/2007	0	, c	42	\$294.00	12,990	2 total records
	e Journal-	World Douglas Headline	42 Lawrence, KS Col. Inches	\$294.00 Daily Ad Equiv	,	2 total records rship = 47,076
Lawrence http://www.ljwo	e Journal-		Lawrence, KS	Daily	Reade	
Lawrence http://www.ljwo Date 08/17/2007	ee Journal- rld.com/ Page #	Headline Panel calls for tobacco tax increase	Lawrence, KS Col. Inches	Daily Ad Equiv \$208.60	Reade Rdshp 47,076	
Lawrence http://www.ljwo Date 08/17/2007	Page # 12 1	Headline Panel calls for tobacco tax increase	Lawrence, KS Col. Inches 7 20	Daily Ad Equiv \$208.60 \$596.00	Reade Rdshp 47,076 47,076 94,152	rship = 47,076
Lawrence http://www.ljwo Date 08/17/2007 08/31/2007 Hays Da	Page # 12 1	Headline Panel calls for tobacco tax increase Proposed statewide smoking ban debated	Lawrence, KS Col. Inches 7 20 27	Daily Ad Equiv \$208.60 \$596.00 \$804.60	Reade Rdshp 47,076 47,076 94,152	rship = 47,076 2 total records
Lawrence http://www.ljwo Date 08/17/2007 08/31/2007 Hays Da http://www.HDM	Page # 12 1 ily News	Headline Panel calls for tobacco tax increase Proposed statewide smoking ban debated Ellis	Col. Inches 7 20 27 Hays, KS	Daily Ad Equiv \$208.60 \$596.00 \$804.60 Daily	Reade Rdshp 47,076 47,076 94,152 Reade	rship = 47,076 2 total records

Garden http://www.gcte	City Teleg	ram Finney G	arden City, KS	Daily	Reade	rship = 19,782
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/01/2007	3	Lawmakers reject recommending statewide smoking	g ban 13	\$179.79	19,782	
			13	\$179.79	19,782	1 record
Dodge C	ity Daily (Globe Ford Do	odge City, KS	Daily	Reade	rship = 16,969
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/01/2007	1	Lawmakers reject recommending statewide smoking	g ban 33	\$382.80	16,969	
			33	\$382.80	16,969	1 record
Ottawa 1		Franklin O	ttawa, KS	Daily	Reade	rship = 11,798
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/25/2007	8C	Love Your Lungs	50	\$446.00	11,799	
09/01/2007 09/01/2007	1 1I	Lawmakers reject push for statewide smoking ban Tips to Stop Smoking	21 51	\$187.32 \$454.92	11,799 11,799	
07/01/2007		Tips to Stop Billoking	122	\$1,088.24	35,397	3 total records
Daily Union http://www.dailyu.com		Geary Ju	unction City, KS	Daily	Reade	rship = 10,561
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/13/2007	5	On Smokng Bans	14	\$117.60	10,562	
08/22/2007 09/02/2007	1 8	COUNTY FOLLOWING LAWRENCE'S LEAD Task in Hutchinson	16 11	\$134.40 \$92.40	10,562 10,562	
	0	TASK III MUUCIIIISOII	11	ずサム.4U	10,302	

Ft. Riley	Post army.mil/newspaper	Geary	Junction City, KS	Weekly	Reade	rship = 20,240
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/24/2007 08/31/2007	13 5	IACH offers tobacco cessation classes Riley Roundtable	40 8	\$604.00 \$120.80	20,240 20,240	
			48	\$724.80	40,480	2 total records
Gove Co	. Advocate	Gove	Quinter, KS	Weekly	Readership = 4,137	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/29/2007	16B	Kansas Spit Tobacco Summit Aug. 29 in Hutch	4	\$14.00	4,138	
			4	\$14.00	4,138	1 record
Hill City	Times	Graham	Hill City, KS	Weekly	Reade	rship = 5,844
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/15/2007	2	Healthy Connections	9	\$31.50	5,844	
			9	\$31.50	5,844	1 record
Greeley	Co. Republ	ican Greeley	Tribune, KS	Weekly	Reade	rship = 2,707
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/05/2007	2	Colleen's Collections	9	\$43.92	2,707	
			9	\$43.92	2,707	1 record
Newton http://www.thek		Harvey	Newton, KS	Daily	Reade	rship = 18,156
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/25/2007	1	Anti-drug initiative for kids aims to be different	47	\$700.30	18,156	

			47	\$700.30	18,156	1 record
Haskell (Co. Monito	or-Chief Haskell	Sublette, KS	Weekly	Reade	ership = 2,647
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/15/2007 08/29/2007	1 3	CHOC conducts survey about smoke-free policy CHOC Talk	19 19	\$85.50 \$85.50	2,647 2,647	
			38	\$171.00	5,294	2 total records
Holton F		Jackson	Holton, KS	Bi-Week	ly Reade	ership = 10,865
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/13/2007 08/13/2007 08/27/2007	1 4 5I	Highway billboard features student art Billboard features Schuetz's artwork Love Your Lungs	21 21 41	\$147.00 \$147.00 \$287.00	10,865 10,865 10,865	
			83	\$581.00	32,595	3 total records
Kansas (City Busine	ess Journal Jackson	Kansas City, MO	Weekly	Reade	ership = 28,285
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/24/2007	7	Isle of Capri Casino places bet on smoke-free ga	uming room 13	\$444.60	28,285	
			13	\$444.60	28,285	1 record
Kansas City Star		Jackson	Kansas City, MO	Daily	Reade	ership = 607,344
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/12/2007 08/13/2007 08/13/2007	B9 B6 B8	No sense in smoking Let KC voters have their say on smoking Let us live with choices	3 11 4	\$1,538.16 \$5,639.92 \$2,050.88	607,345 607,345 607,345	
						007 C T1 C

			128	\$65,628.16	10,324,865	17 total records
09/01/2007	B8	Let the voters have their say on smoking	7	\$3,589.04	607,345	
09/01/2007	B10	Smoking ordinance	3	\$1,538.16	607,345	
08/31/2007	3B	Statewide smoking ban takes a hit	16	\$8,203.52	607,345	
08/30/2007	2B	Shawnee council votes down smoking ban	4	\$2,050.88	607,345	
08/30/2007	10B	Snus alternative	4	\$2,050.88	607,345	
08/26/2007	10B	Pro-Con: Should Camel promote new cigarette to women?	11	\$5,639.92	607,345	
08/26/2007	1	Tobacco trend comes to KC early	36	\$18,457.92	607,345	
08/23/2007	10B	Smokers' etiquette	3	\$1,538.16	607,345	
08/16/2007	2C	Cigarette protest	6	\$3,076.32	607,345	
08/16/2007	10B	Smoking bans	3	\$1,538.16	607,345	
08/15/2007	10B	Bans unfair	4	\$2,050.88	607,345	
08/15/2007	10B	'No smoking' works	3	\$1,538.16	607,345	
08/15/2007	10B	Smoking in nursing homes	4	\$2,050.88	607,345	
08/14/2007	10B	Half smoking, half not	6	\$3,076.32	607,345	

	Oskaloosa Independent http://www.oskaloosaindependent.com/		Jefferson	ferson Oskaloosa, KS	Weekly	Readership = 5,195	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/16/2007	1	Smoking policy		1	\$5.25	5,196	
				1	\$5.25	5,196 1 record	

Johnson County Sun		Sun Johnson	Overland Park, KS	Semi Weekly Readership = 43,113		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/09/2007	5	Speak up for health care	27	\$328.86	43,114	
08/16/2007	5B	Legislators cool to smoke ban	15	\$182.70	43,114 43,114	
08/23/2007	6	Let us make our own decisions	3	\$36.54		
08/30/2007	5	Shawnee needs smoking ban	5	\$60.90	43,114	
			50	\$609.00	172,456	4 total records

Shawnee Dispatch http://www.shawneewestdispatch.com		<u>1</u>	Johnson Shawnee, KS		Weekly	Readership = 56,809	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/08/2007	4	'A disgrace'		7	\$186.20	56,810	
08/15/2007	1	SMOKING ISSUE: DOWN	TO THE WIRE	43	\$1,143.80	56,810	
08/15/2007	4	SOME OPINIONS TO BE V	WEIGHED	14	\$372.40	56,810	
08/22/2007	1	SMOKING COMMITTEE	GETS EARFUL	38	\$1,010.80	56,810	
08/29/2007	1	Smoke ban up again		34	\$904.40	56,810	
				136	\$3,617.60	284,050	5 total records
Spring H	ill New Era	ì	Johnson	Spring Hill, KS	Bi-Week	ly Reader	rship = 2,072
D ate	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/24/2007	1	Burglar indicted		8	\$160.00	2,072	
09/05/2007	3	Giving Kansas students the	right start	25	\$500.00	2,072	
				33	\$660.00	4,144	2 total records
Parsons S			Labette	Parsons, KS	Daily	Reader	rship = 12,921
ittp.// w w w.parsc							
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
Date	Page #				-		
Date 08/25/2007	Page#	What is COPD?		11	\$97.90	12,921	
Date 08/25/2007 09/01/2007	Page #				-		
	Page # 9B 2	What is COPD? Panel rejects smoking ban		11 4	\$97.90 \$35.60	12,921 12,921	3 total records
Date 08/25/2007 09/01/2007 09/01/2007 Leavenw	Page # 9B 2	What is COPD? Panel rejects smoking ban Tips to Stop Smoking	Leavenworth	11 4 57	\$97.90 \$35.60 \$507.30	12,921 12,921 12,921 38,763	3 total records
Date 08/25/2007 09/01/2007 09/01/2007 Leavenw	Page # 9B 2 2I orth Times	What is COPD? Panel rejects smoking ban Tips to Stop Smoking	Leavenworth	11 4 57 72	\$97.90 \$35.60 \$507.30 \$640.80	12,921 12,921 12,921 38,763	
Date 08/25/2007 09/01/2007 09/01/2007 Leavenw http://www.leave	Page # 9B 2 2I orth Times	What is COPD? Panel rejects smoking ban Tips to Stop Smoking		11 4 57 72 Leavenworth, KS Col. Inches	\$97.90 \$35.60 \$507.30 \$640.80 Daily	12,921 12,921 12,921 38,763	

			28	\$378.00	24,582	2 total records
McPherson Sentinel http://www.mcphersonsentinel.com/		McPherson	McPherson, KS	Weekly	Reade	ership = 9,137
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/11/2007	4	Smoking ban is about health in the workplace	11	\$143.00	9,138	
			11	\$143.00	9,138	1 record
Coffeyvil	lle Journal	Montgomery	Coffeyville, KS	Daily	Reade	ership = 9,321
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/10/2007	4	Democratic dilemma: Explain or complain	28	\$254.24	9,322	
			28	\$254.24	9,322	1 record
Independ	dence Daily	Reporter Montgomery	Independence, KS	Daily	Reade	ership = 14,080
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/02/2007	8	Panel rejects statewide smoking ban	4	\$36.96	14,081	
			4	\$36.96	14,081	1 record
Prairie P	Post	Morris	White City, KS	Weekly	Reade	ership = 2,040
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/09/2007 08/16/2007	14 14	Reflections Kansas spit tobacco summit to be held in August	30 17	\$114.00 \$64.60	2,040 2,040	
			47	\$178.60	4,080	2 total records

Sabetha Herald http://www.sabethaks.com		Nemaha	Sabetha, KS	Weekly	Readership = 5,172	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/08/2007	6B	TFKC recognizes importance of tobacco poll	11	\$69.63	5,173	
			11	\$69.63	5,173	1 record
Chanute http://www.char	e Tribune	Neosho	Chanute, KS	Daily	Reade	ership = 8,820
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/10/2007 09/01/2007 09/08/2007	4 3 4	The Examiner, on passing smoking bans Lawmakers reject recommending statewide pub Growing obesity rates	9 olic smoking.14 7	\$74.52 \$115.92 \$57.96	8,820 8,820 8,820	
			30	\$248.40	26,460	3 total records
Norton 7	Telegram	Norton	Norton, KS	Bi-Week	dy Reade	ership = 3,778
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/28/2007	3I	Love Your Lungs	39	\$261.30	3,779	
			39	\$261.30	3,779	1 record
The Osa	ge County	Herald-Chronicle Osage	Osage City, KS	Weekly	Reade	ership = 10,198
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
	_	Country deinlying and amplying tong state assume	es 17	\$147.39	10,198	
08/09/2007 08/23/2007	6 10	County drinking and smoking tops state averag Osage County drinking and smoking tops state		\$147.39	10,198	

Glasco Sun		Ottawa	Delphos, KS	Weekly	Readership = 459	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/23/2007	3	Tobacco Free Policy	6	\$42.00	460	
			6	\$42.00	460	1 record
Wamego	Times	Pottawatomie	Wamego, KS	Weekly	Reade	rship = 3,406
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/16/2007	1	SCHOOL BOARD OKS POLICY BANNIN	NG USE OF 26	\$100.10	3,406	
			26	\$100.10	3,406	1 record
Pratt Tri		Pratt	Pratt, KS	Daily	Reade	rship = 4,153
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/15/2007	3	Lots of reasons to turn off TV	32	\$266.88	4,154	
			32	\$266.88	4,154	1 record
Hutchins http://www.hutcl	son News	Reno	Hutchinson, KS	Daily	Reade	rship = 73,319
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/14/2007	2B	Passing the smoking ban	7	\$183.61	73,319	
08/29/2007 08/30/2007	3 5	Cosmosphere holding tobacco summit today Summit focuses on dangers of spit tobacco	2 12	\$52.46 \$314.76	73,319 73,319	
09/01/2007	1	Smoking ban off table in Topeka	14	\$367.22	73,319	
			35	\$918.05	293,276	4 total records

Manhattan Mercury http://www.themercury.com/		ry Riley	Manhattan, KS	Daily	Readership = 22,438		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/15/2007	10	USD 320 bans tobacco on school property	10	\$89.00	22,439		
09/02/2007	3	Lawmakers reject smoking ban	4	\$35.60	22,439		
09/04/2007	3I	Survey Results - Smoking Ban	40	\$356.00	22,439		
09/07/2007	B8	Kansas Legislature should pass a clean-indoor-air.		\$106.80	22,439		
			66	\$587.40	89,756	4 total records	
Stockton	Sentinel	Rooks	Stockton, KS	Weekly	Reader	rship = 4,353	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/30/2007	7B	Not in Our House/What Every Parent Should Kno	w About 14	\$79.38	4,354		
				\$215.46	4,354		
08/30/2007	8C	Love Your Lungs	.58				
08/30/2007 Russell (Sounty Nev	Love Your Lungs Puggell	38 52	\$294.84	8,708	2 total records	
	County Nev	<u> </u>		\$294.84 Bi-Week	,	2 total records rship = 5,520	
Russell (County Nev Page#	WS Russell 1	52 Russell, KS Col. Inches	\$294.84 Bi-Week Ad Equiv	dy Reader Rdshp		
Russell (County Nev	WS Russell 1	52 Russell, KS	\$294.84 Bi-Week	dy Reader		
Russell (County Nev Page # 2 Ournal	WS Russell I Headline TOBACCO GROUP MOVING FORWARD	52 Russell, KS Col. Inches	\$294.84 Bi-Week Ad Equiv \$55.52	Rdshp 5,520 5,520	rship = 5,520	
Russell (Date 08/22/2007	County Nev Page # 2 Ournal	WS Russell I Headline TOBACCO GROUP MOVING FORWARD	52 Russell, KS Col. Inches 8 8	\$294.84 Bi-Week Ad Equiv \$55.52 \$55.52	Rdshp 5,520 5,520	rship = 5,520 1 record	
Russell (Date 08/22/2007 Salina Johttp://www.saljo	Page # 2 Ournal ournal.com/ Page #	WS Russell I Headline TOBACCO GROUP MOVING FORWARD Saline S Headline	52 Russell, KS Col. Inches 8 8 8 Col. Inches Col. Inches	\$294.84 Bi-Week Ad Equiv \$55.52 \$55.52 Daily Ad Equiv	Rdshp 5,520 5,520 Reader Rdshp	rship = 5,520 1 record	
Russell (Date 08/22/2007	Page # 2 Ournal	WS Russell Headline TOBACCO GROUP MOVING FORWARD Saline Headline A life's journey: stop smoking	52 Russell, KS Col. Inches 8 8 Salina, KS Col. Inches 23	\$294.84 Bi-Week Ad Equiv \$55.52 \$55.52 Daily Ad Equiv \$483.00	Rdshp 5,520 5,520 Reader Rdshp 65,785	rship = 5,520 1 record	
Russell (Date 08/22/2007 Salina Johttp://www.saljo	Page # 2 Ournal ournal.com/ Page #	WS Russell I Headline TOBACCO GROUP MOVING FORWARD Saline S Headline	Salina, KS Col. Inches 8 8 Col. Inches 23 ents 99	\$294.84 Bi-Week Ad Equiv \$55.52 \$55.52 Daily Ad Equiv	Rdshp 5,520 5,520 Reader Rdshp 65,785 65,785	rship = 5,520 1 record	
Russell (Date 08/22/2007 Salina Johttp://www.saljo Date 08/18/2007 08/19/2007	Page # 2 Ournal ournal.com/ Page #	WS Russell Headline TOBACCO GROUP MOVING FORWARD Saline Headline A life's journey: stop smoking Grant applications process doesn't always make ce HOW TO SELL CIGARETTEST O KIDS	Salina, KS Col. Inches 8 8 Col. Inches 23 ents 99 22	\$294.84 Bi-Week Ad Equiv \$55.52 \$55.52 Daily Ad Equiv \$483.00 \$2,079.00	Rdshp 5,520 5,520 Reader Rdshp 65,785	rship = 5,520 1 record	
Russell (Date 08/22/2007 Salina Jounty http://www.saljoute 08/18/2007 08/19/2007 08/25/2007	Page # 2 Durnal purnal.com/ Page # 7 1 7	WS Russell Headline TOBACCO GROUP MOVING FORWARD Saline Headline A life's journey: stop smoking Grant applications process doesn't always make ce	Salina, KS Col. Inches 8 8 Col. Inches 23 ents 99	\$294.84 Bi-Week Ad Equiv \$55.52 \$55.52 Daily Ad Equiv \$483.00 \$2,079.00 \$462.00	Rdshp 5,520 5,520 Reader Rdshp 65,785 65,785 65,785	rship = 5,520 1 record	

Scott Co. Record		Scott	Scott City, KS	Weekly	Readership = 4,075		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/16/2007	1	USD DRUG PLICY IS UNDER REVIEW	49	\$245.00	4,076		
08/16/2007	4	DRUG TESTING:	26	\$130.00	4,076		
			75	\$375.00	8,152	2 total records	
Derby In	former	Sedgwick	Derby, KS	Weekly	Reade	rship = 1,867	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/15/2007	5	Clean Indoor Air Ordinance campaign kicks off	21	\$325.50	1,868		
08/29/2007	5B	Derby fans will receive awareness messages	8	\$124.00	1,868		
			29	\$449.50	3,736	2 total records	
Haysville http://haysvilleon	Sun-Time	es Sedgwick	Haysville, KS	Weekly	Reade	rship = 2,704	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/10/2007							
08/10/2007	1	Smoke free food in Haysville	34	\$317.22	2,705		
08/10/2007	1	Smoke free food in Haysville	34 34	\$317.22 \$317.22	2,705 2,705	1 record	
Wichita http://www.kans.		Smoke free food in Haysville Sedgwick			2,705	1 record rship = 237,817	
Wichita 1		·	34	\$317.22	2,705		
Wichita http://www.kans. Date 08/12/2007	as.com	Sedgwick Headline Tobacco conference deadline is near	34 Wichita, KS Col. Inches	\$317.22 Daily Ad Equiv \$254.70	2,705 Reader Rdshp 237,818		
Wichita http://www.kans. Date 08/12/2007 08/15/2007	Page # 4B 6	Sedgwick Headline Tobacco conference deadline is near Tobacco taxes deliver real health benefits	34 Wichita, KS Col. Inches 2 5	\$317.22 Daily Ad Equiv \$254.70 \$636.75	2,705 Reader Rdshp 237,818 237,818		
Wichita http://www.kans. Date 08/12/2007 08/15/2007 09/01/2007	Page # 4B 6 8	Sedgwick Headline Tobacco conference deadline is near Tobacco taxes deliver real health benefits Legislators won't push statewide smoking ban	34 Wichita, KS Col. Inches 2 5 8	\$317.22 Daily Ad Equiv \$254.70 \$636.75 \$1,018.80	2,705 Reader Rdshp 237,818 237,818 237,818		
Wichita http://www.kans. Date 08/12/2007	Page # 4B 6	Sedgwick Headline Tobacco conference deadline is near Tobacco taxes deliver real health benefits	34 Wichita, KS Col. Inches 2 5 8 4	\$317.22 Daily Ad Equiv \$254.70 \$636.75	2,705 Reader Rdshp 237,818 237,818		
Wichita http://www.kans. Date 08/12/2007 08/15/2007 09/01/2007	Page # 4B 6 8	Sedgwick Headline Tobacco conference deadline is near Tobacco taxes deliver real health benefits Legislators won't push statewide smoking ban	34 Wichita, KS Col. Inches 2 5 8	\$317.22 Daily Ad Equiv \$254.70 \$636.75 \$1,018.80	2,705 Reader Rdshp 237,818 237,818 237,818		

Southwest Daily Times http://www.swdtimes.com/		imes Seward	Liberal, KS	Daily	eaily Readership = 9,526		
Date	Page #	Headline	Col. In	nches Ad Equiv	Rdshp		
08/26/2007	1	Cigarette smoke still No. 1 lung cance	er cause 18	\$234.00	9,527		
09/02/2007	3	Lawmakers reject recommending state	ewide smoking ban 6	\$78.00	9,527		
			24	\$312.00	19,054	2 total records	
Topeka http://www.cjon	Capital-Jo	ournal Shawned	e Topeka, KS	Daily	Reade	rship = 110,905	
Date	Page #	Headline	Col. I	nches Ad Equiv	Rdshp		
08/12/2007	2	5 things that could kill you	30	\$2,271.30	110,906		
08/14/2007	$\frac{1}{2}$	Anniversary prompts predictions	15	\$1,135.65	110,906		
08/15/2007	4	Protecting the future	2	\$151.42	110,906		
08/18/2007	4	Goal isn't medical help	8	\$605.68	110,906		
08/20/2007	1C	Americans have many misconceptions	s about health 17	\$1,287.07	110,906		
08/30/2007	4	Legal help available	6	\$454.26	110,906		
09/01/2007	6	Ban not recommended	3	\$227.13	110,906		
			81	\$6,132.51	776,342	7 total records	
Topeka I	Metro Nev	VS Shawned	e Topeka, KS	Bi-We	ekly Reade	rship = 1,803	
Date	Page #	Headline	Col. I	nches Ad Equiv	Rdshp		
08/15/2007	2	Passing smoking bans	8	\$56.00	1,803		
			8	\$56.00	1,803	1 record	
Goodlan http://www.nwk	d Star Ne	WS Sherman	Goodland, KS	Bi-We	ekly Reade	rship = 3,845	
Date	Page #	Headline	Col. I	nches Ad Equiv	Rdshp		
08/17/2007	8	EVERYONE NEEDS TO TAKE RES	PONSIBILITY FOR13	\$123.89	3,846		
			13	\$123.89	3,846	1 record	

Wellington Daily News http://www.wgtndailynews.com/		ews	Sumner	Wellington, KS		Readership = 5,575		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/10/2007 08/20/2007	1 1	Wilson wins state honor BOARD PASSES NEW I	DRUG POLICY	23 22	\$193.66 \$185.24	5,575 5,575		
				45	\$378.90	11,150	2 total records	
Western	Kansas W	orld	Trego	Wakeeney, KS	Weekly	y Readership = 4,195		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/30/2007	18	S&N		3	\$11.25	4,195		
				3	\$11.25	4,195	1 record	
Basehor	Sentinel		Wyandotte	Bonner Spring, KS	Weekly	Reade	ership = 2,992	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/16/2007	4	An exercise in listening		16	\$136.00	2,992		
				16	\$136.00	2,992	1 record	
Kansas City Kansan http://www.kansascitykansan.com/		n	Wyandotte	Kansas City, KS	Daily	Reade	ership = 8,254	
http://www.kans								
http://www.kans Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
	Page #	Headline Grand jury issues obsceni	ity, drug charges agains		Ad Equiv \$309.75	Rdshp 8,255		

Kansas State Globe			Wyandotte Kansas City, KS We	Weekly	Readership = $34,500$		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/30/2007	1	Senior Smiles Delivers		10	\$241.90	34,500	
				10	\$241.90	34,500	1 record
The Chic			Wyandotte	Bonner Springs, KS	Weekly	Reade	ership = 1,230
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/16/2007	4	An exercise in listening		18	\$153.00	1,230	
				18	\$153.00	1,230	1 record
Wyandotte West http://www.wyandottewest.com			Wyandotte	Kansas City, KS	Weekly	Reade	ership = 4,250
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/16/2007	1	SCHOOL RESOURCE O	FFICER PROGRA	AM EXPANDS 12	\$203.16	4,250	
				12	\$203.16	4,250	1 record

Grand Totals

Publications = 70 Clips = 145 Col. Inches = 2,503 Ad Equiv = \$100,949.22 Rdshp = 14,108,890

Allen

Publications = 1 Clips = 2 Col. Inches = 24 Ad Equiv = \$206.88 Rdshp = 17,862

Anderson

Publications = 1 Clips = 3 Col. Inches = 117 Ad Equiv = \$993.33 Rdshp = 20,058

Atchison

Publications = 1 Clips = 3 Col. Inches = 102 Ad Equiv = \$1,407.60 Rdshp = 23,784

Barber

Publications = 2 Clips = 2 Col. Inches = 42 Ad Equiv = \$206.64 Rdshp = 4,004

Barton

Publications = 1 Clips = 2 Col. Inches = 29 Ad Equiv = \$287.10 Rdshp = 27,706

Brown

Publications = 1 Clips = 1 Col. Inches = 10 Ad Equiv = \$75.00 Rdshp = 4,697

Butler

Publications = 2 Clips = 2 Col. Inches = 17 Ad Equiv = \$159.95 Rdshp = 12,988

Cherokee

Publications = 2 Clips = 2 Col. Inches = 24 Ad Equiv = \$134.38 Rdshp = 9,326

Clay

Publications = 1 Clips = 1 Col. Inches = 11 Ad Equiv = \$92.40 Rdshp = 6,403

Cloud

Publications = 2 Clips = 2 Col. Inches = 17 Ad Equiv = \$96.80 Rdshp = 6,877

Cowley

Publications = 2 Clips = 5 Col. Inches = 95 Ad Equiv = \$835.50 Rdshp = 47,727

Crawford

Publications = 1 Clips = 2 Col. Inches = 19 Ad Equiv = \$276.45 Rdshp = 35,764

Doniphan

Publications = 1 Clips = 2 Col. Inches = 42 Ad Equiv = \$294.00 Rdshp = 12,990

Douglas

Publications = 1 Clips = 2 Col. Inches = 27 Ad Equiv = \$804.60 Rdshp = 94,152

Ellis

Publications = 1 Clips = 1 Col. Inches = 11 Ad Equiv = \$165.00 Rdshp = 29,047

Finney

Publications = 1 Clips = 1 Col. Inches = 13 Ad Equiv = \$179.79 Rdshp = 19,782

Ford

Publications = 1 Clips = 1 Col. Inches = 33 Ad Equiv = \$382.80 Rdshp = 16,969

Franklin

Publications = 1 Clips = 3 Col. Inches = 122 Ad Equiv = \$1,088.24 Rdshp = 35,397

Geary

Publications = 2 Clips = 5 Col. Inches = 89 Ad Equiv = \$1,069.20 Rdshp = 72,166

Gove

Publications = 1 Clips = 1 Col. Inches = 4 Ad Equiv = \$14.00 Rdshp = 4,138

Graham

Publications = 1 Clips = 1 Col. Inches = 9 Ad Equiv = \$31.50 Rdshp = 5,844

Greeley

Publications = 1 Clips = 1 Col. Inches = 9 Ad Equiv = \$43.92 Rdshp = 2,707

Harvey

Publications = 1 Clips = 1 Col. Inches = 47 Ad Equiv = \$700.30 Rdshp = 18,156

Haskell

Publications = 1 Clips = 2 Col. Inches = 38 Ad Equiv = \$171.00 Rdshp = 5,294

Jackson

Publications = 3 Clips = 21 Col. Inches = 224 Ad Equiv = \$66,653.76 Rdshp = 10,385,745

Jefferson

Publications = 1 Clips = 1 Col. Inches = 1 Ad Equiv = \$5.25 Rdshp = 5,196

Johnson

Publications = 3 Clips = 11 Col. Inches = 219 Ad Equiv = \$4,886.60 Rdshp = 460,650

Labette

Publications = 1 Clips = 3 Col. Inches = 72 Ad Equiv = \$640.80 Rdshp = 38,763

Leavenworth

Publications = 1 Clips = 2 Col. Inches = 28 Ad Equiv = \$378.00 Rdshp = 24,582

McPherson

Publications = 1 Clips = 1 Col. Inches = 11 Ad Equiv = \$143.00 Rdshp = 9,138

Montgomery

Publications = 2 Clips = 2 Col. Inches = 32 Ad Equiv = \$291.20 Rdshp = 23,403

Morris

Publications = 1 Clips = 2 Col. Inches = 47 Ad Equiv = \$178.60 Rdshp = 4,080

Nemaha

Publications = 1 Clips = 1 Col. Inches = 11 Ad Equiv = \$69.63 Rdshp = 5,173

Neosho

Publications = 1 Clips = 3 Col. Inches = 30 Ad Equiv = \$248.40 Rdshp = 26,460

Norton

Publications = 1 Clips = 1 Col. Inches = 39 Ad Equiv = \$261.30 Rdshp = 3,779

Osage

Publications = 1 Clips = 2 Col. Inches = 34 Ad Equiv = \$294.78 Rdshp = 20,396

Ottawa

Publications = 1 Clips = 1 Col. Inches = 6 Ad Equiv = \$42.00 Rdshp = 460

Pottawatomie

Publications = 1 Clips = 1 Col. Inches = 26 Ad Equiv = \$100.10 Rdshp = 3,406

Pratt

Publications = 1 Clips = 1 Col. Inches = 32 Ad Equiv = \$266.88 Rdshp = 4,154

Reno

Publications = 1 Clips = 4 Col. Inches = 35 Ad Equiv = \$918.05 Rdshp = 293,276

Riley

Publications = 1 Clips = 4 Col. Inches = 66 Ad Equiv = \$587.40 Rdshp = 89,756

Rooks

Publications = 1 Clips = 2 Col. Inches = 52 Ad Equiv = \$294.84 Rdshp = 8,708

Russell

Publications = 1 Clips = 1 Col. Inches = 8 Ad Equiv = \$55.52 Rdshp = 5,520

Saline

Publications = 1 Clips = 5 Col. Inches = 157 Ad Equiv = \$3,297.00 Rdshp = 328,925

Scott

Publications = 1 Clips = 2 Col. Inches = 75 Ad Equiv = \$375.00 Rdshp = 8,152

Sedgwick

Publications = 3 Clips = 7 Col. Inches = 82 Ad Equiv = \$3,186.37 Rdshp = 957,713

Seward

Publications = 1 Clips = 2 Col. Inches = 24 Ad Equiv = \$312.00 Rdshp = 19,054

Shawnee

Publications = 2 Clips = 8 Col. Inches = 89 Ad Equiv = \$6,188.51 Rdshp = 778,145

Sherman

Publications = 1 Clips = 1 Col. Inches = 13 Ad Equiv = \$123.89 Rdshp = 3,846

Sumner

Publications = 1 Clips = 2 Col. Inches = 45 Ad Equiv = \$378.90 Rdshp = 11,150

Trego

Publications = 1 Clips = 1 Col. Inches = 3 Ad Equiv = \$11.25 Rdshp = 4,195

Wyandotte

Publications = 5 Clips = 5 Col. Inches = 91 Ad Equiv = \$1,043.81 Rdshp = 51,227